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AMENDMENTS TO THE CLAIMS

Kindly amend the claims as follows:

1. (Currently Amended) ~~A method comprising:~~ The method according to claim 26 and wherein said tracking comprises:
 - electronically receiving new ownership information about at least one retail product item to be physically transferred to a new owner;
 - electronically registering ownership of said at least one retail product item to said new owner; and
 - when requested, providing verification that ~~an~~ a retail entity selling a retail product ~~an item~~ of interest is registered as the owner of said retail product item.
2. (Original) The method according to claim 1 and wherein said electronic transferring comprises communicating along a substantially secure communications line.
3. (Currently Amended) The method according to claim 1 and also comprising having a unique article number assigned to each said at least one ~~item~~ retail product.
4. (Original) The method according to claim 3 and also comprising having said unique article number encoded.
5. (Original) The method according to claim 3 and also comprising having said unique article number encoded as a bar code.
6. (Currently Amended) The method according to claim 1 and wherein said retail entity is a store.
7. (Currently Amended) ~~A method comprising:~~ The method according to claim 26 and wherein said tracking comprises:
 - registering ownership of at least one retail product item when said at least one ~~item~~ retail product is physically transferred to a new owner,
 - receiving a ~~an~~ item retail product identification code associated with an ~~item~~ retail product to be verified from a possible owner; and

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generating a certificate of authenticity of said ~~item~~retail product to be verified if said ~~item~~retail product identification code is registered to said possible owner.

8. (Currently Amended) The method according to claim 7 and wherein said ~~item~~retail product identification code comprises a unique article number assigned to each said at least one ~~item~~retail product.

9. (Original) The method according to claim 7 and wherein said possible owner comprises a store.

10. (Original) The method according to claim 7 and wherein said receiving comprises communicating along a substantially secure communications line.

11. (Currently Amended) A counterfeit detection method comprising:

reading a label on ~~an~~ item~~retail product~~; and

providing a certificate of authenticity of said ~~item~~retail product if an identification code encoded in said label and identifying said ~~item~~retail product is registered by a third party authority to a store from which said ~~item~~retail product was bought.

12. (Original) The method according to claim 11 and wherein said electronically reading comprises scanning said label with a bar code reader.

13. (Original) The method according to claim 11 and wherein said identification code is one of the following code types: one-dimensional bar code, two-dimensional bar code, RFID tag and a magnetic tag.

14. (Original) The method according to claim 11 and wherein said providing occurs at said store.

15. (Currently Amended) A counterfeit detection method comprising:

in a store, electronically reading a label on a desired ~~item~~retail product;

transmitting ~~a an~~ item~~retail product~~ identification code encoded in said read label to an authentication unit;

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receiving an indication from said authentication unit whether or not said ~~item~~retail product identification code is registered to said store; and
if said indication is positive, generating a certificate of authenticity for said desired ~~item~~retail product.

16. (Original) The method according to claim 15 and wherein said electronically reading comprises scanning said label with a bar code reader.

17. (Original) The method according to claim 15 and wherein said identification code is one of the following code types: one-dimensional bar code, two-dimensional bar code, RFID tag and a magnetic tag.

18. (Currently Amended) An apparatus comprising:

a storage unit to store information about authentic ~~item~~retail products and their authorized owners; and

a unit to receive queries regarding ~~an item~~a retail product and a holder of said ~~item~~retail product and to provide verification of authenticity of said ~~item~~retail product, if said holder is registered in said storage unit as the authorized owner of said ~~item~~retail product.

19. (Original) The apparatus of claim 18 and also comprising an update unit to register a change in said authorized owner.

20. (Original) The apparatus of claim 18 and also comprising a communications unit to communicate with said owners along a substantially secure communications line.

21. (Original) A point of sale unit capable of communicating said queries to the apparatus of claim 18.

22. (Currently Amended) A point of sale unit comprising:

a reader to read a label attached to ~~a~~an itemretail product; and

a unit to query an authentication unit to certify that the authorized owner of said ~~item~~retail product is the owner registered in said point of sale unit.

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23. (Original) The unit according to claim 22 and also comprising a display unit to display verification or denial of authenticity, according to results of said query.

24. (Original) The unit according to claim 22 and also comprising a printer to print a certificate of authenticity, if said results of said query are positive.

25. (Original) The unit according to claim 22 and wherein said reader comprises one of the following readers: a one-dimensional bar code reader, a two-dimensional bar code reader, an RFID tag reader, and a magnetic tag reader.

26. (New) A method comprising:
tracking title to retail products.